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| **USIL INTERNATIONAL CENTER FOR STUDY AND RESEARCH** | | |
| **Course:** Business in Peru and Latin America | | |
| **Professor:** Juan Manuel Delgado | | |
| **Number of contact hours:** 64 | | |
| **Credits:** 4 | | |
| **Recommended level:** junior or senior | | |
| **COURSE SUMMARY** | | |
| This course aims to give students a better understanding of the economic environment for investment, trade and importing in Peru and Latin America. It provides a basic understanding of regional economics, marketing, trade opportunities and free trade agreements, in the context of doing business in Latin America. | | |
|  | **TOPIC / LEARNING ACTIVITY / ASSESSMENT ACTIVITY** | **HOURS** |
|  | Peru’s government and political background | 2 |
|  | Latin American politics and Peruvian institutions | 2 |
|  | Peruvian economic history and recent performance | 2 |
|  | **Field trip** to Real Plaza | 2 |
|  | Globalization and main trading blocs in Latin America | 2 |
|  | Peru’s most important FTAs and international trade | 2 |
|  | Crisis in the developed world: from the US real estate boom to the Greek default | 2 |
|  | The surge of China and India: dramatic changes in sources of global demand | 2 |
|  | Commodity prices and economic vulnerability in Peru | 2 |
|  | The mining industry and illegal mining activities in Peru | 2 |
|  | Major social conflicts in Peru in the last decade | 2 |
|  | The informal economy in Peru | 2 |
|  | **Field trip** to local markets (el Molino, Baratillo, and San Pedro) | 3 |
|  | The importance of strategic planning when launching a business | 2 |
|  | Crafting a business plan | 2 |
|  | **Field trip** to Casa Mantay or another NGO | 2 |
|  | Case study 1: Cerveza cusqueña | 2 |
|  | Case study 2: Banco de Crédito del Perú | 2 |
|  | **Mid-term exam** | 2 |
|  | The airline industry in Peru and Latin America | 2 |
|  | Case study 3: LATAM | 2 |
|  | Case study 4: Cencosud | 2 |
|  | **Field trip** to local downtown businesses to conduct market research | 2 |
|  | The impact of foreign products in Peru | 2 |
|  | International business trends and the impact of globalization in Cusco | 2 |
|  | Doing business in Peru | 2 |
|  | Writing a business plan | 2 |
|  | Main economic, cultural, political and legislative indicators in the region | 2 |
|  | Business ethics and corporate social responsibility | 2 |
|  | Business plan review | 2 |
|  | Business plan final presentation | 2 |
|  | **Final exam** | 1 |
| **BASIC READING** | | |
|  | Chong Esteban, 2016, “Doing business and investing in Peru 2016,” PricewaterhouseCoopers International Limited, https://goo.gl/oIbzcx | |
|  | Hughes Barry, 2016, “Economía informal en Perú: situación actual y perspectivas,” Centro Nacional de Planeamiento Estratégico, https://goo.gl/wGLW89 | |
|  | Pantigoso Paulo, 2016, “Peru’s Business and Investment Guide 2016/2017,” Ernst & Young, https://goo.gl/oqSO5Z | |
|  | Schleicher Andreas, 2016, “OECD Skills Strategy Diagnostic Report Peru 2016,” OECD, https://goo.gl/S7RO0o | |
|  | Contreras José Antonio, 2016, “Los centros comerciales en el Perú, oportunidades de inversión,” Asociación de Centros Comerciales y de Entretenimiento del Perú, https://goo.gl/LsNsvY | |
|  | Pantigoso Paulo, 2017, “Peru’s mining & metals investment guide 2017/2018,” Ernst & Young, https://goo.gl/In1SCg | |
|  | Taft-Morales Maureen, 2016, “Peru: Politics, Economy, and Elections in Brief,” U.S. Congressional Research Service, https://goo.gl/aK7gme | |